'82

Facts About Newspapers

A Statistical Summary of the Newspaper Business Published by the American Newspaper Publishers Association

Employment

Advertising Revenues

Daily Newspapers

Circulation

NEWSPAPERS—CORNERSTONE OF A FREE SOCIETY

Newspapers today, as always, play a vital, indispensable role in formulating the course of our future. Newspapers inform, they report on events, they prod, they investigate, they editorialize—all in a conscientious effort to keep the people informed of what is going on and to translate happenings into meaningful, understandable terms.

Newspapers serve as a watchdog of government, as a beacon in a murky world, as a marketing voice for goods and services, as a source of entertainment, as a flagger of the important and the unpredictable—and as a source of the common knowledge that fashions common interests.

To do that job, newspapers must remain strong and independently free institutions—not only by exercising their right to express diverse views freely and openly, but also by maintaining a viable economic posture.

Despite current economic conditions the newspaper business as a whole continues to operate in a sound environment. This is essential if our society is to retain a strong, free press independent of government and of other outside encroachments.

This booklet highlights the posture of newspapers in 1981—and the years before. The statistics are indicative of the vitality and sound economic position of newspapers today.

Sunday Newspapers

Weekly Newspapers

Newsprint Consumption

Canadian Newspapers

United States

Newspaper employment continued to rank first in the Department of Labor's listing of the nation's largest manufacturing employers with 432,000 employees.

Newspaper advertising revenues again led all major media, reaching another new high of $17.4 billion—more than that of television and radio combined.

Daily newspapers totaled 1,730 in number. There were 407 morning, 1,353 evening and 30 "all-day" newspapers.

Daily newspaper circulation was more than 61.4 million.

Sunday newspapers totaled 757—with an all-time high of more than 54.9 million circulation.

The number of weekly newspapers was 7,666. Total circulation was 45 million. The average weekly newspaper had a circulation of 5,875.

Newsprint consumption by all users was 10.2 million metric tons. Daily newspapers consumed 7.9 million metric tons, or 78 percent of the total.

Canada

Canadian daily newspapers numbered 119. There were 27 morning, 94 evening and two "all-day" newspapers for a total circulation of 5.4 million.

Like their U.S. counterparts, Canadian daily newspapers led all other media in advertising revenues with $967 million. This represented 23.8 percent of total advertising. The closest competitor was television with 17.1 percent.

Number of Daily Newspapers

U.S. Morning, Evening and Sunday Newspapers 1946-1981

Year	Morning	Evening	Total M&E[1]	Sunday
1946	334	1,429	1,763	497
1950	322	1,450	1,772	549
1955	316	1,454	1,760	541
1960	312	1,459	1,763	563
1965	320	1,444	1,751	562
1970	334	1,429	1,748	586
1975	339	1,436	1,756	639
1980[2]	387	1,388	1,745	735
1981[3]	407	1,353	1,730	757

[1] *There were 30 "all-day" newspapers in 1981. They are listed in both morning and evening columns but only once in the total.*

[2] *Revised figures*

[3] *Preliminary figures*

Source: Editor & Publisher

Daily Newspaper Circulation

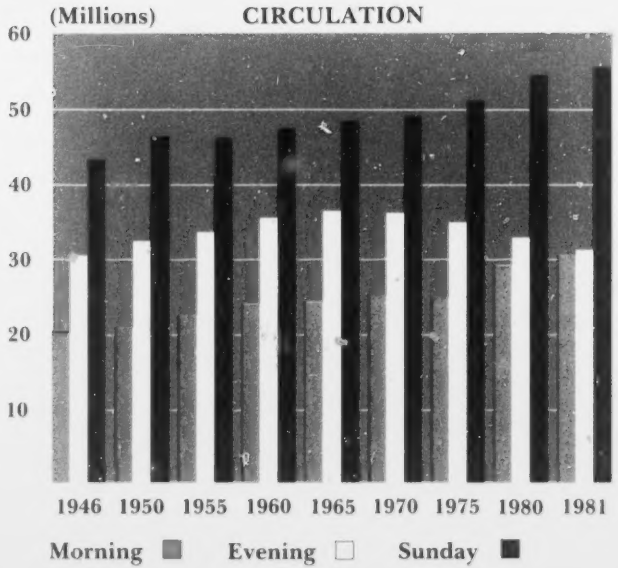
U.S. Morning, Evening and Sunday Circulation 1946-1981

Year	Morning	Evening	Total M&E	Sunday
1946	20,545,908	30,381,597	50,927,505	43,665,364
1950	21,266,126	32,562,946	53,829,072	46,582,348
1955	22,183,408	33,963,951	56,147,359	46,447,658
1960	24,028,788	34,852,958	58,881,746	47,698,651
1965	24,106,776	36,250,787	60,357,563	48,600,090
1970	25,933,783	36,173,744	62,107,527	49,216,602
1975	25,490,186	35,165,245	60,655,431	51,096,393
1980[1]	29,414,036	32,787,804	62,201,840	54,671,755
1981[2]	30,541,252	30,891,182	61,432,434	54,939,242

[1] *Revised figures*

[2] *Preliminary figures*

Source: Editor & Publisher



Daily Newspapers by Circulation Groups

Growth (U.S.)
1946-1981

	NUMBER OF DAILY NEWSPAPERS					DAILIES OVER 50,000	
		Circulation					
Year	Total	Under 50,000	50,001-100,000	100,001-250,000	Over 250,000	Number	Percentage
1946	1,763	1,564	91	70	38	199	11.3
1950	1,772	1,571	82	84	35	201	11.3
1955	1,760	1,548	94	82	36	212	12.1
1960	1,763	1,540	96	83	44	223	12.7
1965	1,751	1,510	111	88	42	241	13.8
1970	1,748	1,491	127	92	38	257	14.7
1975	1,756	1,504	135	81	36	252	14.3
1980	1,745	1,479	145	86	35	266	15.2
1981[1]	1,730	1,473	138	88	31	257	14.9

[1] *Preliminary figures*

Source: ANPA, Editor & Publisher

Single Copy Sales Price

U.S. Daily and Sunday Newspapers[1] 1965-1981

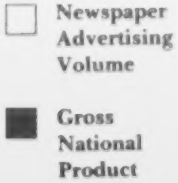
	DAILY					SUNDAY												
Year	5¢	10¢	15¢	20¢	25¢	5¢	10¢	15¢	20¢	25¢	30¢	35¢	40¢	45¢	50¢	60¢	65¢	70¢	75¢
1965	456	892	3	2	—	21	128	190	143	45	5	—	—	—	—	—	—	—	—
1970	46	1,507	139	5	1	2	89	115	140	161	30	35	3	—	4	—	—	—	—
1975	4	428	1,153	137	10	—	37	61	49	170	58	157	37	3	51	4	—	—	1
1980	—	41	497	644	555	—	5	50	25	84	29	121	30	6	291	23	5	1	46
1981	—	30	290	437	960	—	—	33	16	77	24	88	21	3	313	22	2	—	117

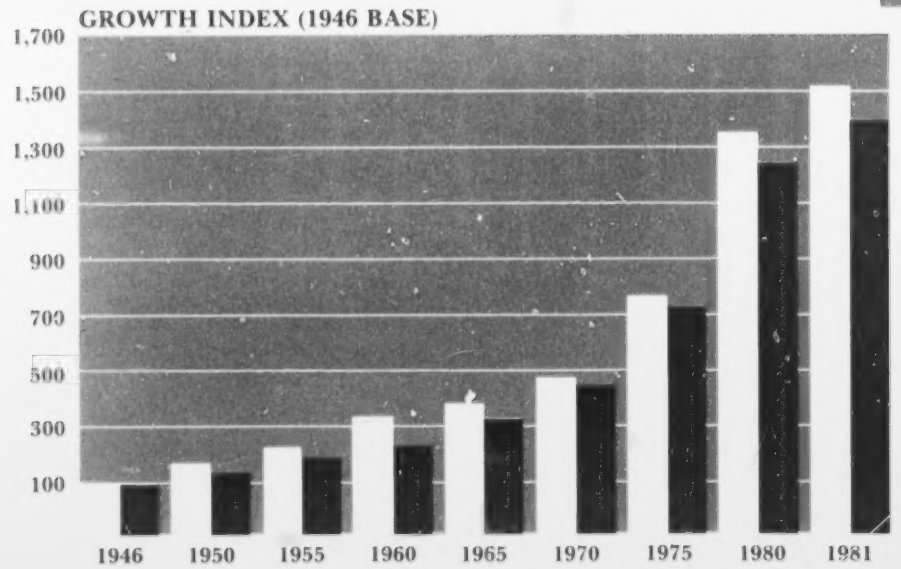
[1] *This table reflects those daily and Sunday newspaper single copy sales prices of 5¢ increments to illustrate a trend. Newspapers selling for odd cents have been omitted, as have specialized newspapers.*

Source: ANPA

Daily Newspaper Advertising Volume

Growth of Daily Newspaper Advertising and the U.S. Economy 1946-1981



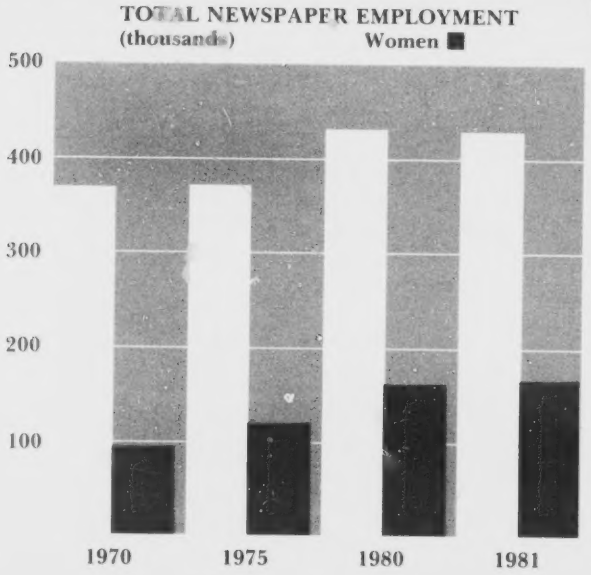


Employment

Comparison of Newspaper Employment to Total U.S. Employment 1946-1981

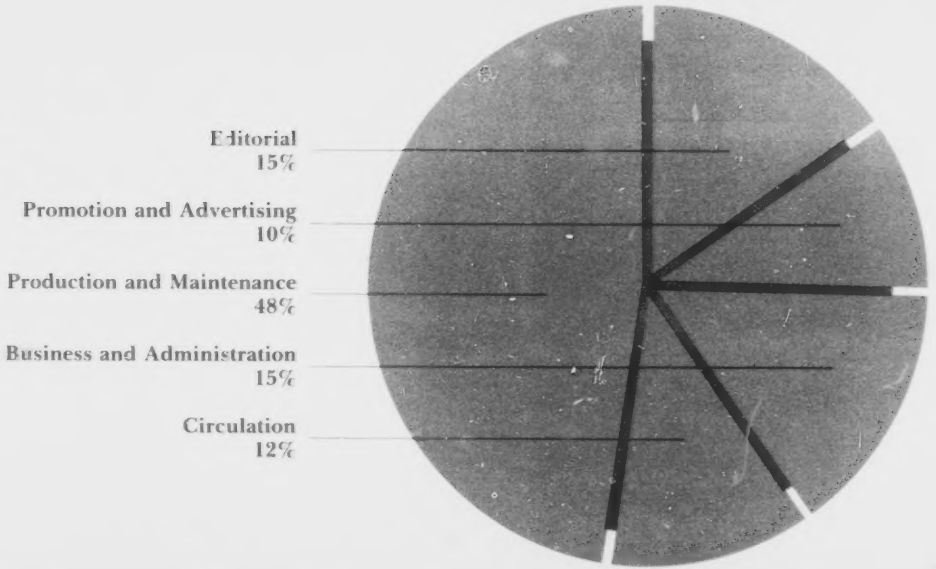
Year	Newspaper Employment (thousands)	Male Total (thousands)	Female Total (thousands)	Growth Index	Total U.S. Employment (thousands)	Growth Index
1946	248.5	N/A	N/A	100.0	57,039	100.0
1950	280.1	N/A	N/A	112.7	58,920	103.3
1955	302.1	N/A	N/A	121.6	62,171	109.0
1960	325.2	N/A	N/A	130.9	65,778	115.3
1965	345.4	N/A	N/A	139.1	71,088	124.6
1970	372.2	274.7	97.5	149.8	78,627	137.8
1975	378.5	258.3	120.2	152.3	84,783	148.6
1980	432.1	269.6	162.5	173.9	97,270	170.5
1981	432.0	267.6	164.4	173.8	100,397	176.0

N/A: Not Available
Source: U.S. Department of Labor, Bureau of Labor Statistics



Newspaper Work Force

Distribution of Employees at a Typical U.S. Metropolitan Daily Newspaper



Source: Economics of the American Newspaper, *Jon G. Udell, 1978*

Weekly Newspapers

U.S. Weekly Newspapers and Circulation 1960-1981

Year	Total Weekly Newspapers	Average Circulation	Total Weekly Circulation	Estimated Readership
1960	8,138	2,606	21,327,782	85,311,128
1965	8,003	3,260	26,088,230	104,352,920
1970	7,610	3,866	29,422,487	117,689,948
1975	7,486	4,698	35,176,130	140,704,520
1980[1]	7,602	5,390	40,970,890	163,883,560
1981[1]	7,666	5,875	45,035,092	117,091,239

[1] *Preliminary figures*
Source: National Newspaper Association

U.S. Daily Newspaper Circulation— The 20 Largest*

	Daily Circulation
The Wall Street Journal	1,927,963
New York Daily News	1,483,333
Los Angeles Times	1,011,798
The New York Times	887,211
New York Post	764,387
Chicago Tribune	754,043
Chicago Sun-Times	649,040
The Washington Post	635,439
The Detroit News	625,730
Detroit Free Press	622,129
San Francisco Chronicle	510,955
Newsday	507,350
The Boston Globe	504,492
Philadelphia Inquirer	423,746
The Newark Star-Ledger	409,278
The Cleveland Plain Dealer	401,210
The Miami Herald	399,690
The Philadelphia Bulletin	397,397**
Houston Chronicle	384,305
The Houston Post	348,571

**ABC figures as of Sept. 30, 1981*
Source: Editor & Publisher, Audit Bureau of Circulations, ANPA

***Ceased publication Jan. 29, 1982*

U.S. Newspaper Companies—The 20 Largest*

Ranked by Daily Circulation

	Daily Circulation	Number of Dailies	Sunday Circulation	Number of Sunday Editions
Gannett Co. Inc.	3,621,800	85	3,523,800	55
Knight-Ridder Newspapers Inc.	3,458,400	33	4,049,200	21
Newhouse Newspapers	3,133,500	29	3,768,100	21
Tribune Co.	2,806,600	8	3,552,800	6
Dow Jones & Co. Inc.	2,433,400	21	346,000	9
Times Mirror Co.	2,315,500	8	2,867,600	8
Scripps-Howard Newspapers	1,518,800	16	1,559,300	7
Hearst Newspapers	1,362,300	15	2,098,200	9
Thomson Newspapers Inc. (U.S.)	1,219,600	77	713,500	34
Cox Enterprises Inc.	1,165,100	18	1,245,600	13
The New York Times Co.	1,137,000	12	1,677,700	7
Cowles Newspapers	953,900	10	1,141,600	7
News America Publishing Inc.	917,600	3	185,479	1
Capital Cities Communications Inc.	900,500	7	774,100	4
Freedom Newspapers Inc.	798,400	31	740,000	20
Central Newspapers Inc.	774,600	7	792,174	4
The Washington Post Co.	696,200	2	926,700	2
Evening News Association	678,900	5	823,500	1
The Copley Press Inc.	635,000	9	626,000	6
Harte-Hanks Communications Inc.	584,200	28	582,300	21

**As of March 1982*

Source: Morton Research, Lynch, Jones & Ryan

Canadian Daily Newspapers

Total Number and Circulation 1946-1981

In 1981, 119 daily newspapers were published in Canada with total circulation of 5,476,119.

Daily newspapers continued to lead all other media in advertising revenues. Preliminary estimates indicate that total net advertising revenues reached $4.1 billion in Canada in 1981, of which newspapers received $967 million. This represents 23.8 percent of the total, far ahead of the 17.1 percent share of newspapers' nearest competitor, television.

[1] *There were two "all-day" newspapers in 1981. They are listed in both morning and evening columns but only once in the total.*

Source: Audit Bureau of Circulations, Canadian Advertising Rates and Data, Canadian Daily Newspaper Publishers Association

Year	Morning	Evening	Total M&E[1]	Total Circulation
1946	19	71	90	2,927,329
1951	18	73	91	3,563,907
1956	18	76	94	3,889,097
1961	17	84	101	4,091,025
1965	16	87	103	4,311,368
1970	20	92	112	4,756,962
1975	22	92	114	4,885,782
1980	25	95	120	5,391,724
1981	27	94	119	5,476,119

Canadian Daily Newspaper Advertising Volume

The Growth of Newspaper Advertising and the Canadian Economy[1] 1962-1981

Year	National (thousands)	Local (thousands)	Classified (thousands)	Total (thousands)	Index	Gross National Product (millions)	Index
1962	$ 52,321	$ 91,294	$ 40,439	$184,054	100.0	$ 42,927	100.0
1965	58,393	113,294	49,135	220,822	120.0	55,364	129.0
1970	64,433	164,704	72,255	301,392	163.8	85,685	199.6
1975	107,036	298,800	158,802	564,638	306.8	165,343	385.2
1980[2]	170,000	486,000	236,000	892,000	484.6	289,859	675.2
1981[2]	192,060	525,000	250,000	967,000	525.4	327,500	762.9

[1] *Figures reported in previous "Facts About Newspapers" have been revised.*

[2] *Preliminary figures*

Source: Statistics Canada Actuals 1962-1979, MacLean-Hunter Research Bureau 1980-1981, Canadian Daily Newspaper Publishers Association

Canadian Advertising

Comparison of Various Media 1980 and 1981

		1980[1] (thousands)	% of Total	1981[2] (thousands)	% of Total
Daily Newspapers	Total	$ 892,000	24.7	$ 967,000	23.8
	National	170,000	4.7	192,000	4.7
	Local	486,000	13.5	525,000	12.9
	Classified	236,000	6.5	250,000	6.2
Television	Total	610,334	16.9	695,000	17.1
	National	458,925	12.7	520,000	12.8
	Local	151,409	4.2	175,000	4.3
Radio	Total	391,985	10.8	440,000	10.8
	National	104,824	2.9	120,000	2.9
	Local	287,161	7.9	320,000	7.9
Weekend Supplements	Total	17,100	0.5	20,500	0.5
	National	13,680	0.4	16,400	0.4
	Local	3,420	0.1	4,100	0.1
Weeklies, semi, tri, etc. (including controlled distribution)	Total	210,000	5.8	236,000	5.8
	National	35,000	1.0	38,000	0.9
	Local	175,000	4.8	198,000	4.9
Magazines, General		152,000	4.2	182,000	4.5
Business Papers		97,800	2.7	113,000	2.8
Farm Papers		15,000	0.4	16,000	0.4
Directories, Phone, City		236,000	6.6	275,000	6.9
Religious, School & Other		11,500	0.3	12,000	0.3
Other Print	Total	744,679	20.6	840,000	20.6
Outdoor	Total	236,000	6.5	265,000	6.5
TOTAL ALL MEDIA		$3,614,398	100.0	$4,061,500	100.0

[1] *Revised figures*

[2] *Preliminary figures*

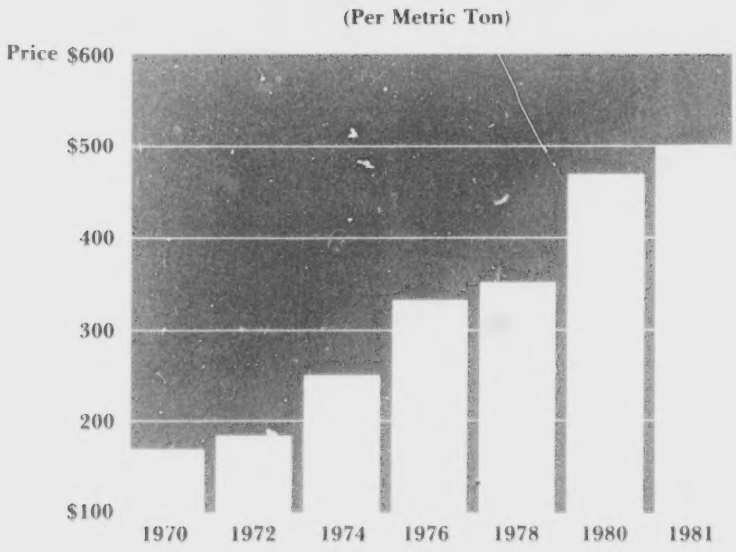
Source: MacLean-Hunter Research Bureau, Canadian Daily Newspaper Publishers Association

Newsprint Prices

General Newsprint Prices in the Eastern U.S.[1]—Per Metric Ton 1970-1981

Year	Price	Year	Price
1970	$168	1976	$336
1971	176	1977	336
1972	182	1978	353
1973	220	1979	413
1974	259	1980	470
1975	287	1981	500

[1]*Prices through 1973 are for 32-pound newsprint; thereafter, 30-pound. Prices cited were in effect at end of year.*



arbitration, union organization, EEOC, and wage and hour matters; conducts seminar programs on negotiating techniques for both production and administrative supervisors.

Training Services—conducts educational programs in marketing, strategic planning, management skills and other subject areas for executives from all newspaper departments; maintains information on training programs at newspapers in the U.S. and Canada; sponsors, with the Newspaper Personnel Relations Association, an annual conference for newspaper trainers.

Newspaper Readership Project—ANPA provides staff support for the Newspaper Readership Project and its committees.

Legal—represents the interests of newspapers before the courts and the regulatory agencies of government; provides member newspapers with reports to subscribers, a credit bulletin service and credit management seminars.

ANPA Foundation—a non-profit organization chartered in 1961 "to encourage in the broadest and most liberal manner the advancement of freedom of speech and of the press," and funded by an endowment benefiting from contributions from newspapers, newspaper organizations and individuals. The Foundation seeks to develop informed and intelligent newspaper readers through its Newspaper in Education program; to strengthen public understanding of a free press; to advance professionalism of the press.

ANPA Research Institute—a technical consulting and research division of ANPA located in Easton, Pa., providing expert technical production assistance to ANPA-member newspapers and engaging in basic research and quality-control testing.

ANPA News Research Center—at Syracuse University, N.Y., conducts

features a three-day program of speakers, panels and discussion sessions on matters of interest to the newspaper business.

- **The Annual ANPA Production Management Conference** combines five days of the largest-annual trade show of newspaper systems and equipment with a conference program designed to help improve newspaper production operations. Future technology is featured.

ANPA Conventions
1982—San Francisco, April 26-28
1983—New York City, April 25-27
1984—Montreal, April 30-May 2
1985—Miami, May 6-8

ANPA Production Management Conferences
1982—Dallas, June 19-23
1983—Las Vegas, June 11-15
1984—Atlanta, June 9-13
1985—New Orleans, June 8-12

More Facts . . .

An average of 2.15 persons read each newspaper circulated in the United States.

Every day, more than 107,000,000 Americans—seven out of 10 adults—read a daily newspaper. Every week nine out of 10 adults read at least one newspaper.

About 165,000 (38 percent) of the more than 432,000 people employed by U.S. newspapers are production workers.

In 1981, newspapers in the United States received about 57 percent of its newsprint from Canada, about 42 percent from the United States and less than 1 percent from overseas.

More than 2.6 million tons of newspapers are recycled annually in the United States.

Newsprint accounts for approximately 16 percent of the publishing costs for small daily newspapers, and about 32 percent for larger newspapers.

There are 52 U.S. cities that have two or more separately owned daily newspapers. Twenty-two are operated through joint operating agreements.

More than 1,390 daily newspapers are printed by the offset method.

According to the U.S. Labor Department's Bureau of Labor Statistics, newspaper price increases averaged 8.7 percent, which is less than the consumer price index rise of 8.9 percent.

Daily newspapers in the United States average 70 pages for morning editions, 58 pages for evening editions and 210 pages for Sunday editions.

The total number of newspaper groups declined last year. There were 155 compared to 160 in 1980.

Since 1975 the number of women working in the newspaper business has increased by 44,000. Today there are 164,400. Women account for more than 38 percent of the work force.

U.S. daily newspapers sold $558 million more advertising last year than did television and radio combined.

From its all-time high of about $17.4 billion in 1981, U.S. daily newspaper advertising volume is projected to reach $19.4 billion in 1982.

Newspapers are the number one advertising medium in the United States. Newspaper advertising was up 12.1 percent in 1981.

Polls show that newspaper advertising is considered more believable than that of any other medium.

Daily newspapers are published in 1,559 cities in the United States. Two or more are published in 165 of those cities.

There are three times the number of daily evening newspapers in the United States and Canada as morning newspapers.

Twenty daily newspapers converted from p.m. to a.m. in 1981. One converted from a.m. to p.m.

More than 100 Sunday newspapers began publication during the last five years.

There were 29 tabloid newspapers published daily in the United States during 1981.

The average single-copy, street-sale price of a daily newspaper in the United States is now twenty-five cents.

A typical daily newspaper in the United States delivers 83 percent of its weekday circulation to the home.

There are about one million newspaper carriers in the United States and 200,000 in Canada.

Newspaper carriers 18 years of age and under comprise almost 90 percent of the total carrier force in the United States.

There are 3,266 correspondents and editors in the nation's Capital. This is the largest concentration of journalists in the world.

About ANPA

Facts About Newspapers is published annually by the American Newspaper Publishers Association as a service to the newspaper business and to the general public.

ANPA is a trade association of 1,407 member newspapers—mostly U.S. dailies, although membership includes non-dailies and newspapers published in Canada and elsewhere in the Western Hemisphere. ANPA member newspapers account for more than 90 percent of the U.S. daily circulation, and 85 percent of the daily newspaper circulation in Canada.

ANPA Membership by Circulation
(As of March 15, 1982)

Circulation group	Number of Member Newspapers	% of Membership
Under 5,000	134	9.52
5,001-10,000	233	16.56
10,001-15,000	214	15.21
15,001-25,000	231	16.42
25,001-50,000	288	20.47
50,001-100,000	159	11.30
100,001-250,000	106	7.53
250,001-500,000	26	1.85
500,001-1,000,000	11	0.78
Over 1,000,000	5	0.36
	1,407	100.00

ANPA serves newspapers and newspaper executives by working to:

- advance the cause of a free press
- encourage the efficiency and economy of the newspaper publishing business in all its departments and aspects
- engage in and promote research of use to newspapers
- gather and distribute among its member newspapers accurate, reliable and useful information about newspapers and their environment
- promote the highest standards of journalism

ANPA was founded in 1887 at Rochester, N.Y. Charter members came from 12 states in the East and Midwest. An office was established in New York City where ANPA maintained headquarters until it moved to its Newspaper Center building in Reston, Va., near Washington, D.C. in 1972.

ANPA maintains close, cooperative relationships with other newspaper and journalism organizations. Located at The Newspaper Center in Reston are offices of:

- ANPA
- presstime
- ANPA Foundation
- ANPA Credit Bureau Inc.
- American Society of Newspaper Editors (Project Director)
- International Circulation Managers Association
- International Newspaper Promotion Association
- Newspaper Personnel Relations Association
- Nihon Shinbun Kyokai (Japan Newspaper Publishers and Editors Association)
- Newspaper Readership Council
- World Press Freedom Committee

Located at the ANPA Research Institute in Easton, Pa., is the office of the executive director of ASNE. ANPA is a member of the International Federation of Newspaper Publishers (FIEJ) and the World Press Freedom Committee. An ANPA representative serves as co-chairman of the Newspaper Readership Council, composed of representatives of 16 major national newspaper associations.

ANPA serves the varied needs of its member newspapers through a number of departments.

Membership Services—maintains ombudsman contact with member newspapers, assuring that various ANPA services are channeled to executives according to each member's needs, and seeks to attract into membership daily and non-daily newspapers. ANPA's director/membership development travels widely visiting and consulting with member newspapers. The Membership Department

develops cost effective programs for membership participation.

Public Affairs—performs publications policy review and edits all publications, except presstime; handles press and public relations for the Association; responds to inquiries of member newspapers, the press and the public.

Newsprint and Traffic—assists member newspapers with transportation details of shipments, including auditing of freight bills; advises on all aspects of newsprint on-track unloading and off-track delivery arrangements; clarifies carriers' tariff rules and regulations; monitors newsprint consumption and supply information; coordinates the ANPA/ICMA Safe Driving Campaign; provides liaison with American Paper Institute and Canadian Pulp and Paper Association.

Labor and Personnel Relations—assists member newspapers with contract negotiations, personnel administration, information on legal matters affecting newspaper operations.

Government Affairs—monitors, reports on and represents the newspaper business in the legislative, executive and judicial branches of government both in the U.S. and internationally; provides information to member newspapers on governmental affairs matters, including postal issues.

Telecommunications Affairs—provides member newspapers a full range of analysis, information and service in the field of telecommunications, with particular regard to technical, economic and market aspects.

Library—a major information resource on matters relating to newspapers.

ANPA Credit Bureau Inc. (CBI)—a wholly owned, separate corporation, providing a complete credit and collection service to the media, featuring low-cost collection of delinquent advertiser accounts, free credit research to help newspapers improve their editorial product. Research findings are published in ANPA News Research Reports.

presstime—monthly journal of ANPA, covering all aspects of the newspaper business, including news-editorial, news research, readership, circulation, advertising, marketing-promotion, employee relations, training, newsprint, technology and telecommunications; reports on governmental, postal, international and educational matters; includes in-depth analyses of current issues and trends in the newspaper business; keeps member newspapers abreast of the activities of the Association.

ANPA sponsors two major meetings annually for its members:

- **The Annual ANPA Convention** includes the Association's annual meeting for official business and

Year	National Advertising (millions)	Local Advertising (millions)	Total Newspaper Advertising[1] (millions)	Index	Gross National Product[1] (billions)	Index
1946	$ 238	$ 917	$ 1,155	100.0	$ 208.5	100.0
1950	518	1,552	2,070	179.2	284.8	136.6
1955	712	2,365	3,077	266.4	398.0	190.9
1960	778	2,903	3,681	318.7	503.7	241.6
1965	784	3,642	4,426	383.2	684.9	328.5
1970	891	4,813	5,704	493.9	977.1	468.6
1975	1,221	7,221	8,442	730.9	1,516.3	727.2
1980[1]	2,353	13,188	15,541	1,345.5	2,626.1	1,259.5
1981[2]	2,729	14,691	17,420	1,508.2	2,925.5	1,403.1

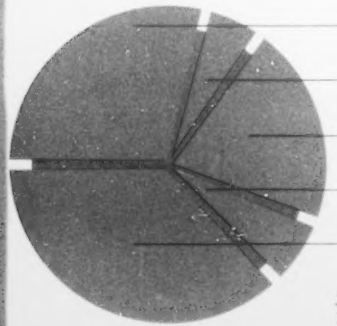
[1] *Revised figures*

[2] *Preliminary figures*

Source: U.S. Department of Commerce, McCann-Erickson Inc., Newspaper Advertising Bureau

Newspapers' Share of Advertising Revenue

1980 and 1981 Sales and Percentages



		1980[1] (millions)	% of Total	1981[2] (millions)	% of Total	% Change
Daily Newspapers	Total	$15,541	28.5	$17,420	28.4	+12.1
	National	2,353	4.3	2,729	4.4	+17.0
	Local	13,188	24.2	14,691	24.0	+11.4
Magazines		3,149	5.8	3,533	5.8	+12.2
Television	Total	11,366	20.9	12,650	20.6	+11.3
	Network	5,130	9.4	5,575	9.1	+ 8.7
	Spot	3,629	6.0	3,730	6.1	+14.1
	Local	2,967	5.5	3,345	5.4	+12.7
Radio	Total	3,702	6.8	4,212	6.9	+13.8
	Network	183	0.4	220	0.4	+20.0
	Spot	779	1.4	896	1.5	+15.0
	Local	2,740	5.0	3,096	5.0	+13.0
Farm Publications		130	0.2	146	0.2	+12.2
Direct Mail		7,596	13.9	8,781	14.3	+15.6
Business Publications		1,674	3.1	1,841	3.0	+10.0
Outdoor	Total	578	1.1	650	1.1	+12.5
	National	364	0.7	419	0.7	+15.0
	Local	214	0.4	231	0.4	+ 8.0
Miscellaneous	Total	10,744	19.7	12,087	19.7	+12.5
	National	5,663	10.4	6,410	10.4	+13.2
	Local	5,081	9.3	5,677	9.3	+11.7
Grand Total National		30,290	55.6	34,280	55.9	+13.2
Grand Total Local		24,190	44.4	27,040	44.1	+11.8
TOTAL—ALL MEDIA		$54,480	100.0	$61,320	100.0	+12.6

Source: McCann-Erickson Inc.
[1]Revised figures
[2]Preliminary figures

Advertising Content

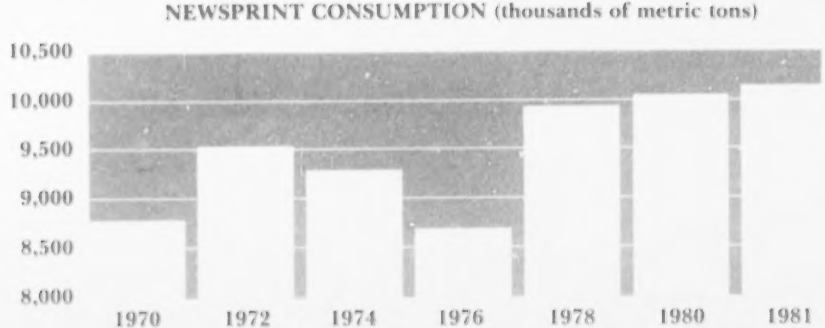
Ratio of Advertising to Total Content of U.S. Daily and Sunday Newspapers 1946-1981

Year	Morning	Evening	Sunday	Total
1946	52.9%	55.9%	53.1%	54.5%
1950	57.5	60.4	54.6	58.3
1955	60.9	61.8	58.2	60.7
1960	60.2	60.3	56.4	59.4
1965	60.9	61.0	59.1	60.5
1970	61.6	61.4	61.5	61.5
1975	63.2	63.0	65.7	63.7
1980	62.1	59.9	66.8	62.6
1981		(Not Available)		

Source: Media Records

Newsprint Consumption

Comparison of U.S. Newsprint Consumption to National Economic Growth 1970-1981



Year	Newsprint Consumption	Growth Index	Real GNP[1]	Growth Index
1970	8,805	100.0	1,085.6	100.0
1972	9,568	108.7	1,185.9	109.2
1974	9,329	106.0	1,248.0	115.0
1976	8,719	99.0	1,300.4	119.8
1978	9,864	112.0	1,436.9	132.4
1980	10,088	114.6	1,480.9	136.4
1981	10,164	115.4	1,510.3	139.1

[1]*Gross National Product in 1972 dollars (revised)*

Source: ANPA, U.S. Department of Commerce